

REQUEST FOR PROPOSALS

West Broadway Façade Improvement Documentation Project

The City of Minneapolis (City) seeks a photographic media artist to produce compelling materials within the guidelines below, to tell the story of the visual transformation of West Broadway and the impact of the City's Great Streets Façade Improvement Program and implemented by the West Broadway Coalition (WBC).

Project Background

Since 2008 WBC has successfully implemented the Façade Improvement Program and been awarded additional funding from private foundations to complete artistic façade improvements on West Broadway. These investments are contributing to a changing streetscape- one that is brighter and more visually appealing, helping to turn West Broadway back into a vibrant, pedestrian-friendly commercial corridor.

Goals

The goal of this project is to document these changes and the cumulative visual, social, and economic impact of these projects. We expect that this project will have the following benefits:

- Improve the City's ability to communicate the benefits of the Façade Improvement Program and help make the case for continued funding.
- Highlight approximately five (5) examples of high impact improvements and streetscape changes.
- Help WBC communicate the impact to leverage additional foundation funding.
- Develop programmatic marketing materials that could be used by WBC and the City to encourage property owner participation in the program.
- Help demonstrate the benefits to prospective grantees (property owners or businesses) or funders.
- Help tell the recent story of West Broadway to prospective business owners, property owners, and residents, as well as current community members and other constituents.

Resources

The City has a number of "before" pictures, both of individual buildings and of the streetscape. WBC has before pictures of individual buildings that have received grants.

Project Deliverables

At a minimum, this work must deliver a sampling of "before," "during," and "after" digital photographs, presented in a way that achieves the goals listed above and preserved in a format that the City and WBC can use for marketing materials. Beyond that the City is open to proposers' ideas regarding format and deliverables. For example, you may propose photographs, slide shows, video clips, web-based media, etc. All deliverables must be provided in digital format.

Proposal Submission and Deadline

Applicants must submit one (1) unbound copy and one (1) bound copy of the proposal. Proposals and supporting documentation must be labeled “West Broadway Façade Improvement Documentation Project.”

Proposals must be delivered to the City on or before:

- Tuesday, September 25, 2012
- 4:00 p.m.
- Contract Services
Community Planning and Economic Development
105 Fifth Avenue South, Suite 200
Minneapolis, MN 55401

Proposals will not be accepted after the deadline. It is neither the City’s responsibility nor practice to acknowledge receipt of any proposal or to return any proposals or proposal elements. It is the responder’s responsibility to assure they submit their proposal on time.

Proposal Contents

Proposals must include:

- a cover page that includes the proposer’s name and contact information (including address, phone number, and email address);
- visual depictions of the proposer’s past work that demonstrate the quality and style envisioned for the deliverables of this Request for Proposals;
- a written description of the deliverables you are proposing and how they realize the goals, as listed above in this Request for Proposals; and
- the cost and estimated time associated with accomplishing the proposal.

Timeline

Request for Proposal issued	September 11, 2012
Proposals due	September 25, 2012
Selection and contracting	October 2012
Project completion	December 31, 2012

Review and Selection

The City, in consultation with the WBC, will select a proposal from those submitted by the proposal due date. The selected artist will work closely with the Executive Director of the WBC and Rebecca Parrell, Project Coordinator with the City.

Budget

Not to exceed \$3,000.

City Contact

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